Philip Morris USA — Nielsen C-Stores

PM'S PERFORMANCE IN C-STORES
WEEKLY C-STORE AUDITS - W/E 8/13/94

- Performance benchmarks were favorable except:
  - OPB (-0.1), B&H (-0.2) and Basic's share of Discount (-1.2).
  - Absolute Price Gap (-2¢), driven primarily by GPC and Doral.

	LATEST 4 WEEKS		LATEST WEEK	
PERFORMANCE ISSUES	SHARE	CHG	SHARE	CHG
PM Share Declining	48.0%	-0.2	48.0%	+0.3*
• Marlboro Growth Slowing	31.8	-0.2	31.8	+0.2*
• MCS B4G1F Selling Through	0.4	-0.7	0.4	0.0
• PM OPB's Returning to Long Term Trend	7.5	-0.1	7.5	0.0
• Basic SOC Under Pressure	15.1	0.0	15.3	+0.5
RJR Share Advancing	28.0	+0.4	28.1	0.0
• Winston Select Expanding Due to B3G3F	1.5	+0.1	1.4	+0.1
• Doral Responding to GPC Initiatives	4.1	+0.2	4.4	+0.3
Discount Category Consolidating*	32.0	-0.1	32.0	-0.4*

*Offset 'first week of the month" change.

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Source: https://www.industrydocuments.ucsf.edu/docs/jjvk0004